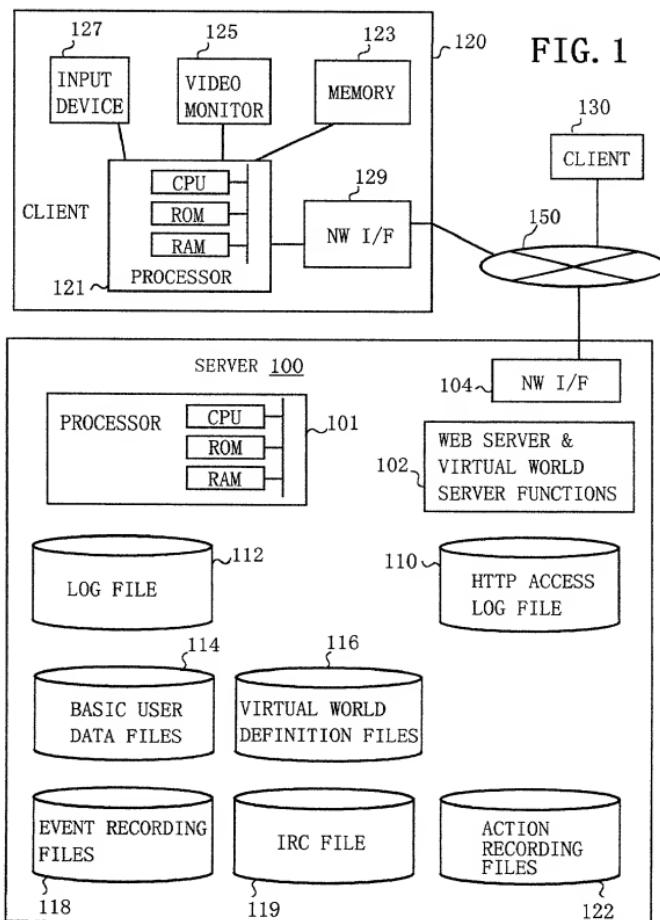


FIG. 1



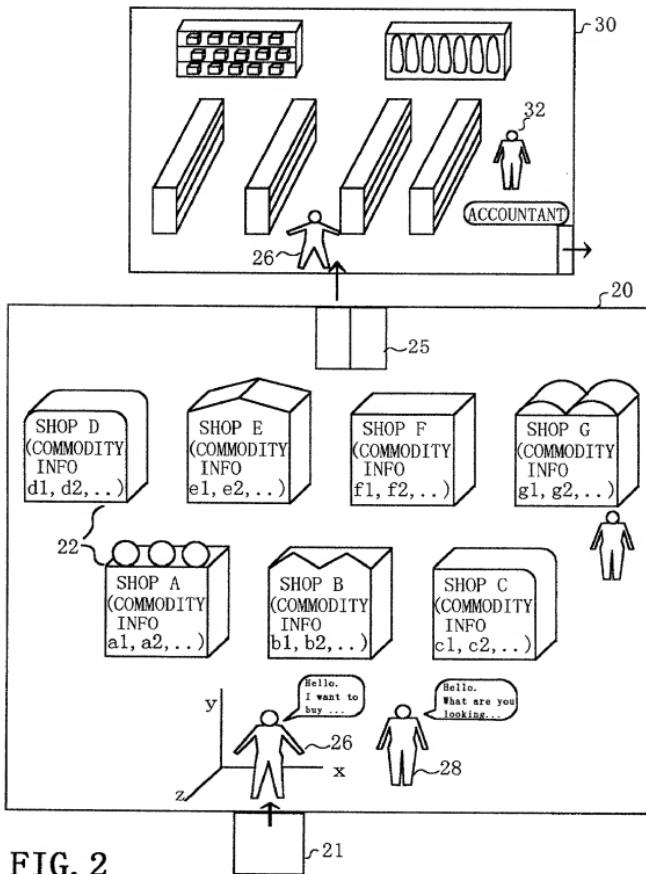
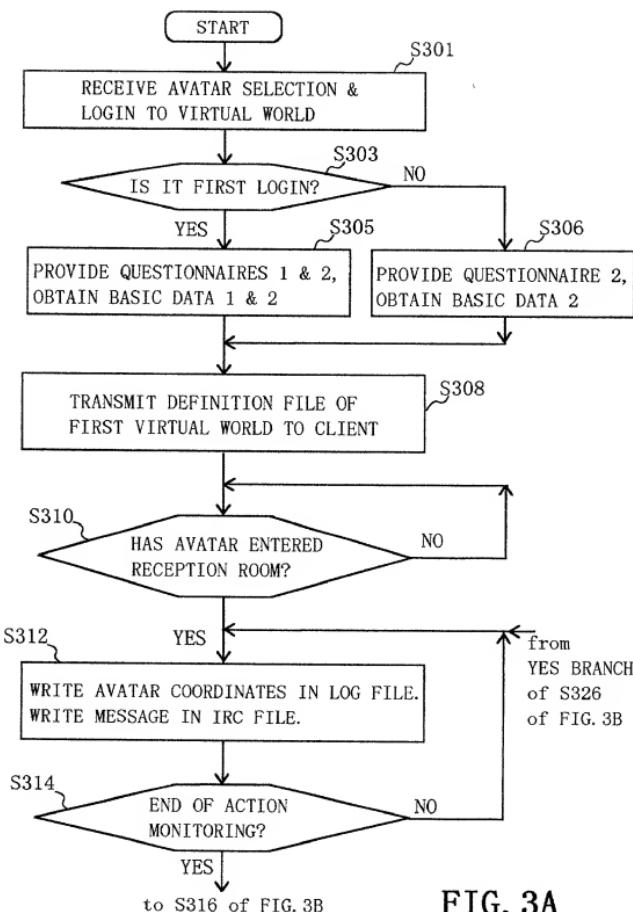


FIG. 2



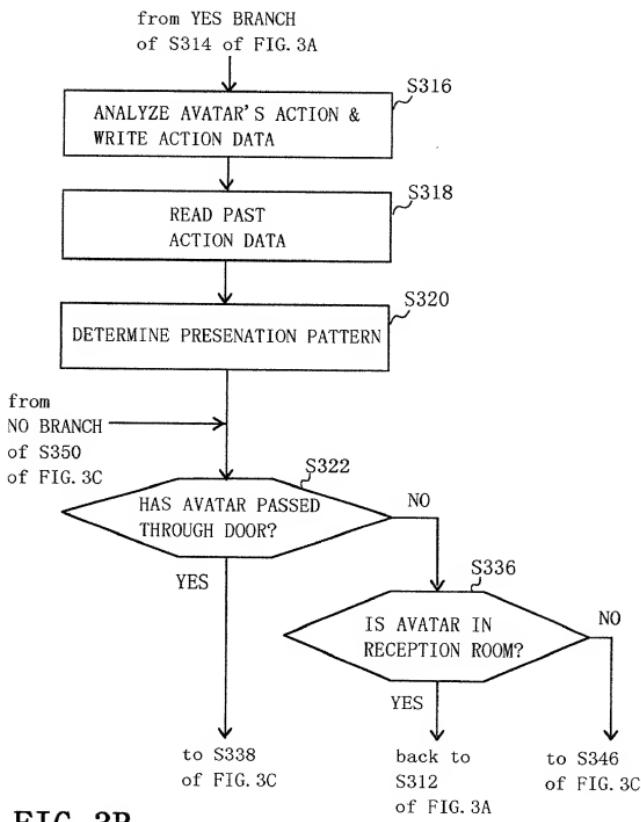


FIG. 3B

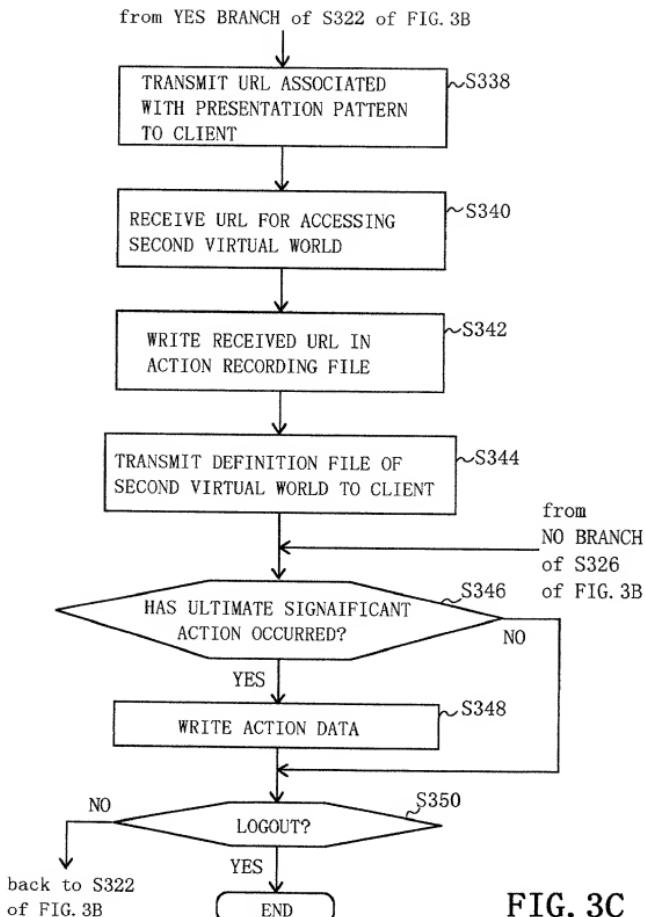


FIG. 3C

500

QUESTIONNAIRE 1 (Click Pertinent Box .)

Question 1 How old are you?

20 or younger, 21 to 30, 31 to 40, 41 to 50,
 51 or older

Question 2 What is your distinction of sex?

male, female

Question 3 What is your annual income?

\$3 million or less,
 \$3 million to \$5 million
 \$5 million to \$10 million,
 \$10 million to \$20 million,
 \$20 million or more

Question 4 What is your family make-up?

single,
 married (number of children one, two,
 three, four or more)

Question 5 What is your residence form?

living alone,
 living with family,
 living temporarily apart from family

Question 6 How much are your personal expenses per month?

\$100 or less, \$101 to \$500 ,
 \$501 to \$1000, \$1001 to \$2000,
 \$2,001 or more

Question 7 What is your preference?

famous brand, high quality, cost performance
 ...

Question 8

...

FIG. 4

—600

QUESTIONNAIRE 2 (Click Pertinent Box .)

Question 1 What is your purpose of purchase this time?

home or personal use, present

Question 2 How much is your budget?

- \$100 or less, \$101 to \$500,
- \$501 to \$1000 \$1,001 to \$2,000
- \$2,001 or more

Question 3

10

FIG. 5

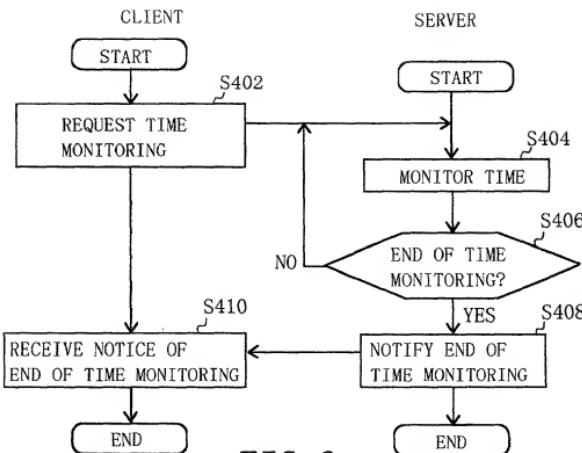


FIG. 6

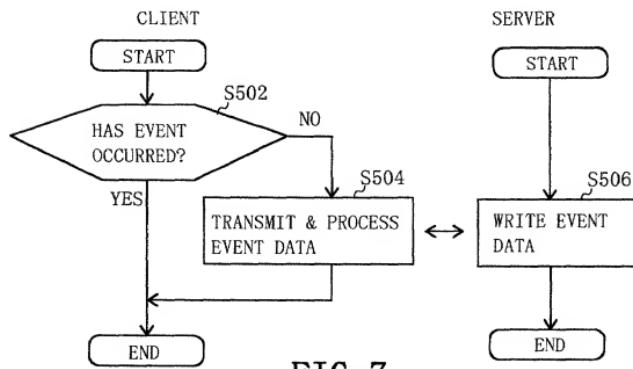


FIG. 7

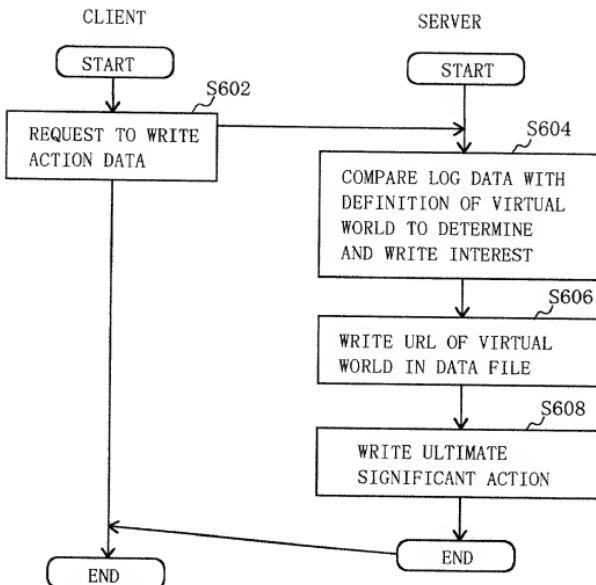


FIG. 8

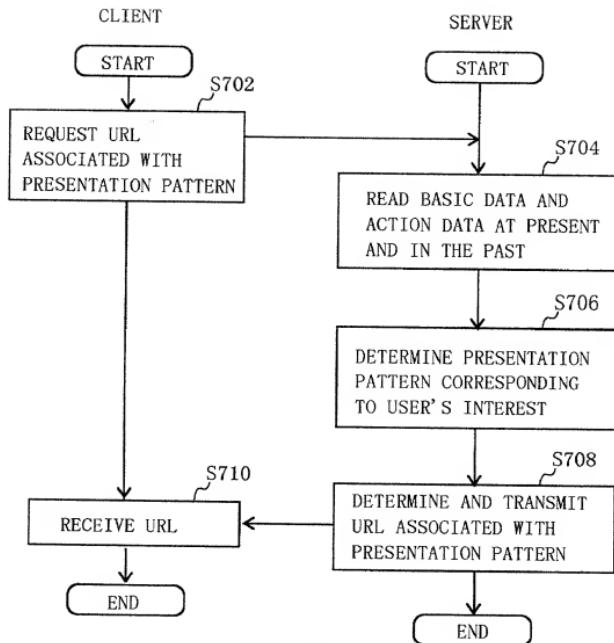


FIG. 9

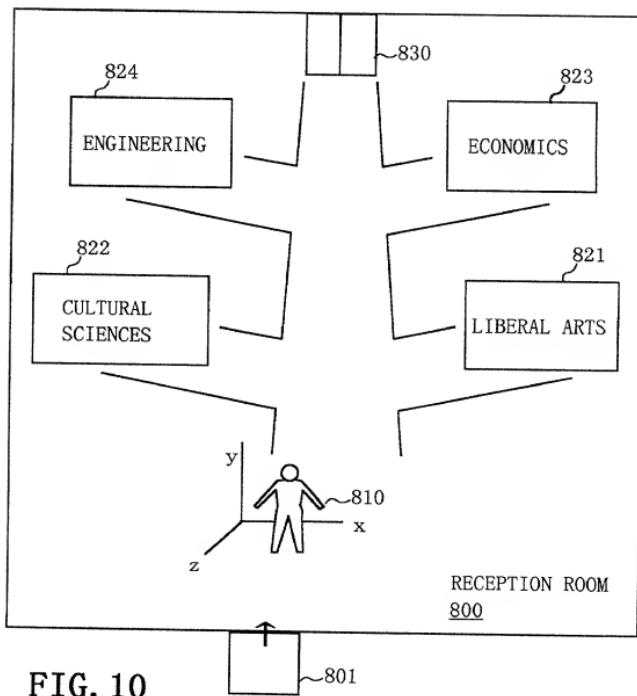


FIG. 10